

September 2022

Credit Card Benefits - US

“Although credit card rewards often hold the prime real estate of top billing in acquisition marketing, the past couple of years have seen a great deal of innovation in the benefits space, where lifestyle perks are bringing new sources of everyday utility to card products. This influx of credit-based benefits ...

August 2022

Consumers and the Economic Outlook - US

“Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

July 2022

Marketing Financial Products - US

“Financial services marketing requires an understanding of both how consumers are absorbing their financial information and the manner in which economic factors are affecting their attitudes toward product features and advertising themes. One silver lining of recent economic volatility is that responsiveness to financial marketing has risen alongside consumption of ...